Application no. 09/963,855
Amendment dated: July 6, 2004
Reply to office action dated: June 3, 2004

Amendments to the Claims

Please withdraw claims 26-27 and 41-44 from prosecution.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Withdrawn) A notification method in a computer database system comprising:

receiving a notification instruction from an owner associated with a search
listing stored in the computer database system;

monitoring conditions specified by the notification instruction for the search
listing; and

sending a notification to the owner upon detection of a changed condition of
the search listing.

2. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving identification information for one or more search listings for which the
associated owner desires a notification.

3. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about a change in position among
search results for the search listing when the search listing is referred with other
search listings forming the search results to a searcher in response to a search
query from the searcher.

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4. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about a value of cost per clickthrough for the search listing, the cost per clickthrough being an economic value payable by the owner when the search listing is referred to a searcher in response to a search query from the searcher.

5. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about an account balance for an account associated with the advertiser.

6. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate impressions for identified search listings.

7. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate clickthroughs for identified search listings.

8. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about aggregate clickthrough rate for identified search listings.

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9. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information for notification about search listings having a cost per clickthrough which is reducible without affecting an advertiser specified display rank among search results when the search listing is referred among search results to a searcher in response to a search query from the searcher.

10. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information including a specified cost per clickthrough and a specified display rank for notification when the identified search listings can be at the specified display rank among search results presented to a searcher in response to a search query from the search for less than the specified cost per clickthrough.

11. (Withdrawn) The notification method of claim 2 wherein receiving the identification information comprises:

receiving identification information about an average cost per clickthrough for two or more search listings.

12. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving information defining notification times for sending the notification.

13. (Withdrawn) The notification method of claim 12 wherein receiving information defining notification times comprises one of:

receiving identification of search listings for sending an immediate notification, and

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receiving identification of search listings for sending an interval notification.

14. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving an indication of a notification mode.

15. (Withdrawn) The notification method of claim 14 wherein the notification mode is selected from the group including: electronic mail, instant messaging, facsimile, paging and telephone voice call.

16. (Withdrawn) The notification method of claim 1 wherein receiving the notification instruction comprises:

receiving an indication of one or more action types to include with the
notification.

17. (Withdrawn) The notification method of claim 16 wherein the one or more action types are selected from the group including: active links in a message, inactive links in a message, electronic mail, phone, auto-correct and relax.

18. (Withdrawn) The notification method of claim 1 wherein sending the notification comprises:

sending at least one of an electronic mail notification, an active link notification
embedded in a message and an inactive link notification embedded in a
message.

19. (Withdrawn) The notification method of claim 18 wherein sending the notification comprises sending the notification in accordance with the notification instruction.

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20. (Withdrawn) The notification method of claim 1 wherein sending the notification comprises:

sending at least one of a telephone notification, an instant messaging notification, a facsimile notification and a page.

21. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically adjusting at least one of a cost per click and display rank for the search listing according to the advertiser action instruction, the display rank for the listing defining position of the search listing among search results when the search listing is referred to a searcher in response to a search query from the searcher, the cost per click being an economic value payable by the owner when the search listing is referred to a searcher in response to a search query from the searcher.

22. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically replenishing a balance of an account associated with the owner.

23. (Withdrawn) The notification method of claim 1 further comprising: receiving an advertiser action instruction in response to the notification; and automatically relaxing one or more constraints created by the conditions specified in the notification instruction.

24. (Withdrawn) The notification method of claim 1 further comprising: automatically depositing funds in an account associated with the advertiser in response to an account balance too low condition.

25. (Withdrawn) The notification method of claim 1 further comprising:
automatically adjusting at least one of a cost per click and display rank for the
search listing, the display rank for the listing defining position of the
search listing among search results when the search listing is referred
to a searcher in response to a search query from the searcher, the bid
amount being an economic value payable by the owner when the
search listing is referred to a searcher in response to a search query
from the searcher.

26. (Previously presented) A database search system comprising a
database of search listings associated with advertisers and a processing system
coupled with the database and which receives an automatic notification function
created by an advertiser, the automatic notification function specifying a search
listing to be monitored and a condition of the search listing to be monitored, the
processing system operative to monitor one or more conditions of search listings of
the database, the processing system further operative in response to the automatic
notification function to send a notification to the advertiser when a change is
detected by the processing system in the condition of the search listing to be
monitored of the advertiser.

27. (Previously presented) A database search system comprising:
a database of search listings, each search listing being associated with an
advertiser;
a search engine;
means for receiving condition specifying information from an advertiser, the
condition specifying information defining a search listing of the
advertiser, a specified condition of the search listing to be monitored
and an indication to be provided to the advertiser; and

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means responsive to the condition specifying information for providing the

indication to the advertiser when the specified condition of the search

~~listings~~ listing is satisfied.

28. (Previously presented) A database search system comprising:

a database of search listings, each search listing being associated with a

respective advertiser, each search listing including a search term and

at least one of a variable cost per click (CPC) and a variable display

rank;

a search engine configured to identify search listings matching a search query

received from a searcher, the matching search listings being ordered in

a search result list using at least one of the display rank and the CPC

of the matching search listings, the search result list being transmitted

to the searcher as ordered in response to receipt of the search query

from the searcher, the search engine transferring economic value from

the respective advertiser associated with a referred search listing when

the referred search listing is referred to the searcher; and

an account management server coupled to the search engine and operative

in conjunction with a software agent, the agent being configured to

receive an automatic notification condition definition from an advertiser,

the automatic notification condition definition defining at least one

search listing of the advertiser to be monitored and a condition to

monitor of the search listing to be monitored, the agent being further

configured to provide condition update information to the advertiser in

response to a change in the condition to monitor.

29. (Original) The database search system of claim 28 wherein the agent is

configured to receive as the condition definition an indication of search listings and

indication of CPC range, and wherein the agent is configured to provide as the

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condition update information a notification that CPC for the indicated search listings has reached the indicated CPC range.

30. (Original) The database search system of claim 28 wherein the agent is configured to receive as the condition definition an indication of search listings and indication of desired rank, and wherein the agent is configured to provide as the condition update information a notification that display rank for the indicated search listings has reached the indicated desired rank.

31. (Original) The database search system of claim 28 further comprising an advertiser account management device and wherein the agent is configured to receive as the condition definition an indication of a minimum account balance.

32. (Original) The database search system of claim 28 further comprising an advertiser account management device configured to count impressions for specified search listings and wherein the agent is configured to receive as the condition definition an indication of impression-counted search listings and an associated impression limit.

33. (Original) The database search system of claim 28 further comprising an advertiser account management device configured to count clicks for specified search listings and wherein the agent is configured to receive as the condition definition an indication of click-counted search listings and an associated click limit.

34. (Original) The database search system of claim 28 further comprising an advertiser account management device configured to measure a clickthrough rate for specified search listings and wherein the agent is configured to receive as the condition definition an indication of clickthrough rate search listings and an associated clickthrough rate limit.

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35. (Original) The database search system of claim 34 wherein the associated clickthrough rate comprises an aggregate clickthrough rate for a combination of the clickthrough rate search listings.

36. (Original) The database search system of claim 28 further comprising an advertiser account management device configured to measure an average cost per clickthrough for specified search listings and wherein the agent is configured to receive as the condition definition an indication of average cost per clickthrough search listings and an associated average cost per clickthrough limit.

37. (Original) The database search system of claim 28 wherein the agent is configured to receive as the condition definition an indication of the minimum CPC required to attain a given display rank for a search term.

38. (Withdrawn) A method for operating a database search system, the method comprising:
>   storing a plurality of search listings in a database, each search listing being
>   associated with an advertiser who gives economic value when a search
>   listing is referred to a searcher;
>   determining a display position for associated search listings; and
>   receiving from an advertiser an indication of search listings for which the
>   advertiser desires a notification of a display position change.

39. (Withdrawn) The method of claim 38 further comprising:
>   receiving from two or more advertisers positioning information for search
>   listings associated with the two or more advertisers; and
>   in response to the positioning information, determining the display position.

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40. (Withdrawn) The method of claim 39 wherein receiving the positioning information comprises:

receiving at least one of one of a cost per click and a desired rank for the associated search listings.

41. (Withdrawn) The database search system of claim 26 wherein the processing system comprises:

an account management server to send one of

an instant message to a set of instant message accounts prescribed by the advertiser,

a fax message to a fax number prescribed by the advertiser,

a page message to a page number prescribed by the advertiser, and

a voice telephone message to a telephone number prescribed by the advertiser

as the notification to the advertiser.

42. (Withdrawn) The database search system of claim 26 wherein the account management server is further operative to send an e-mail message to a set of e-mail addresses prescribed by the advertiser.

43. (Withdrawn) The database search system of claim 26 wherein the processing system comprises:

an account management server to send one of

an active link embedded in the notification,

an inactive link in the notification,

a response e-mail template, and

a response telephone number

as the notification to the advertiser.

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44. (Withdrawn) A method for operating a database search system which includes a database of search listings associated with advertisers and a processing system coupled with the database, the method comprising:

    receiving at the database search system an automatic notification function created by an advertiser, the automatic notification function specifying a search listing to be monitored and a condition of the search listing to be monitored; and

    in response to the automatic notification function, sending a notification to the advertiser when a change is detected by the processing system in the condition of the search listing to be monitored.

45. (Previously presented) The database search system of claim 28 wherein the agent is configured to provide one of

    an instant message to a set of instant message accounts prescribed by the advertiser,

    a fax message to a fax number prescribed by the advertiser,

    a page message to a page number prescribed by the advertiser, and

    a voice telephone message to a telephone number prescribed by the advertiser

as the condition update information to the advertiser.

46. (Previously presented) The database search system of claim 28 wherein the agent is configured to provide one of

    an active link embedded in the notification,

    an inactive link in the notification,

    a response e-mail template, and

    a response telephone number

as the condition update information to the advertiser.

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